



Docket No.: 1341.1091

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re the Application of:

Masaki HIRAGA

Serial No. 09/839,138

Group Art Unit: 3622

Confirmation No. 1608

Filed: April 23, 2001

Examiner: NGUYEN, Tri V.

For: METHOD OF AND APPARATUS FOR PROVIDING POINTS BY RELATING KEYWORD  
RETRIEVAL TO ADVERTISING, AND COMPUTER PRODUCT

**RESPONSE TO REQUIREMENT FOR INFORMATION UNDER 37 C.F.R. § 1.105**

Commissioner for Patents  
PO Box 1450  
Alexandria, VA 22313-1450

Sir:

This is in response to the Requirement for Information mailed March 2, 2006, having a period for response set to expire on May 2, 2006.

In the Requirement, the Examiner requested that Applicants provide an English translation of the provided information. Applicants have attached herewith English translations of the provided information.

In response to the Examiner's request for additional information and annotations, in accordance with 37 C.F.R. § 1.105(4), Applicants respectfully submit that such information is unknown to the Applicants. Applicants have provided all known information relating to the matter. See 37 C.F.R. § 1.105(4) (stating that a reply to the effect above should be accepted by the Office as a complete reply). Applicants respectfully request that the Examiner examine the case and issue an Office Action.

Applicants respectfully submit that all information is being provided herein for the sole reason of responding to the Examiner's Request. Although the Examiner requested that Applicants provide information "found in the prior art as both of these features are materially pertinent to the Applicant's claims," Applicants submission of the above-identified information should not be construed as an acknowledgement or admission that the above-identified information is pertinent or related, in any manner, to Applicants' invention.

Further, the information in no way represents an admission that any of the information listed herein constitutes prior art with respect to the subject application. Unless and until such prior art status is established, the information supplied herein is not a request that the information be printed on the face of any patent issuing from the subject application.

If any further fees, other than and except for the issue fee, are necessary with respect to this paper, the USPTO is requested to obtain the same from deposit account number 19-3935.

Respectfully submitted,

STAAS & HALSEY LLP

Date: 5-2-06

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<http://www.watch.impress.co.jp/internet/www/article/1999/0907/imsearch.htm>

**[new service]**

**Impress to start search service of on-line magazines**

**Advertisements related to the results of search also displayed**

**■URL**

[http://search.watch.impress.co.jp/\(impress Search\)](http://search.watch.impress.co.jp/(impress Search))

<http://www.impress.co.jp/release/19990907.html>

On September 8, Impress Co., Ltd starts a new service "impress Search" In cooperation with On the EDGE Co., Ltd, enabling to search all of the contents of on-line magazine "Impress Watch".

In "impress Search", all articles of all media of "Impress Watch" can be searched, with options of a search across the media or a search for specified media. A search service for merchandise at a shopping site "impress Direct" is also provided. As well as the regular search, provided is a function called "recommendable keyword", where just a click of a keyword, selected in each category as the "recommendable keyword", enables you to search for articles containing the keyword.

In a page showing the result of the search, advertisements related to the keyword are also displayed. Frameworks of banner advertisements and text-link advertisements are provided, and CyberAgent, Inc. handles this service as a click-security-type advertisement products called "Keyword advertisement".

('99/9/7)

[Reported by masaka@impress.co.jp]

**[INTERNET Watch homepage]**

Watch editorial department,

Editor in charge of Internet Watch [Internet-watch-Info@impress.co.jp](mailto:Internet-watch-Info@impress.co.jp)

<http://www.watch.impress.co.jp/internet/www/article/1999/0512/aruaru.htm>

【Service】

CyberAgent: Advertisements service linked with the search for homepage

Advertiser sites displayed with the highest priority for specified keyword

■URL

<http://aruaru.net/>

CyberAgent and On the EDGE Co., Ltd announced, on May 12, that they are to start the Internet advertisement service, where the advertiser sites are displayed with the highest priority on a search result screen, in the "aruaru.net" handled by both party. In this site, a search service among mail magazines is provided at present. This advertisement service will be started in the "search" service on its homepage to be released on May 15.

In this advertisement service, advertisers buy the framework of a priority display, and thereby the advertiser site can be displayed on the higher rank of the search result. For the keywords, the product names as well as general nouns can be specified. Since they are displayed as a part of the search result, a keyword that is not related to the contents of the advertiser sites cannot be selected. In addition, the number of the frameworks of a priority display is limited within 5, to try to keep objectivity as a search site. However, for the popular keywords, a measure is planned to be taken, wherein the registration from 5 or more companies can be accepted, and they can be displayed alternately. A fee charged to a user is 200 yen (120 yen until the end of August) per an actual click. The advertisements are displayed until the number of clicks reaches the number that the advertiser contracted.

AltaVista and DoubleClick in the U.S. have jointly provided a similar type of advertisement service since April. In their system, right to a priority display of keywords is sold by auction. (Refer to our magazine issued on April 16)

The homepage search service newly provided in aruaru.net. is the search service using a directory search and a robot search together, wherein the robot search is performed in the homepages registered in advance. The search result of a moderate number can be obtained.

('99/5/12)

[Reported by nagasawa@impress.co.jp/Yuuichi Kanamaru/ymasa@wizvax.net]

【INTERNET watch homepage】

Watch editorial department,

Editor in charge of Internet Watch [Internet-watch-info@impress.co.jp](mailto:Internet-watch-info@impress.co.jp)

<http://www.watch.impress.co.jp/internet/www/article/1999/0416/avrpp.htm>

【Portal/Advertisement Service】

AltaVista to auction search keywords

■URL

<http://www.altavista.com/av/content/pr041599.htm>

Search keywords will be auctioned. AltaVista announced, on April 15, that it will start an advertisement service called "AV Relevant Paid Placements" in cooperation with DoubleClick.

Even if you try to search for information on famous companies or famous products by inputting their names, you'll find it hard to easily obtain the information you want. The search sites of robot types have the same kind of problems. Lycos introduces a rating function by the user (Refer to our magazine issued on May 6, '98). In addition, Infoseek starts manual classification (Refer to our magazine issued on September 29, '98).

AltaVista sells the keywords by auction. Links to the sites sold at the auction are displayed on regular search results with high priority. However, there is a requirement that the keywords must be relevant to the link targets. AltaVista checks this requirement.

This service will start on April 19. Thereafter the auction will be held every 2 weeks.

('99/4/16)

[Reported by yuno@impress.co.jp]

【INTERNET watch homepage】

Watch editorial department,

Editor in charge of Internet Watch [internet-watch-info@impress.co.jp](mailto:internet-watch-info@impress.co.jp)